



Personality

What makes us who we are?

Psychology 305A; Lecture 2

Personality Methods

Begin Psychoanalysis: Freud (Part 1)

Reminders...

- **Instructor: Professor Tracy**
 - Research interests: personality, self, emotion
 - www.ubc-emotionlab.ca
 - **Email: jltracy@psych.ubc.ca**
 - **Office hours: come see me after class, or email for an office appt.**
 - **Room 3515 Kenny**
- **Graduate Student Teaching Assistant**
- **Eric Mercandante; eric.mercadante@psych.ubc.ca**
- **Room 3605 Kenny**
- **Office hour: Tuesdays 1-2 or email for an appointment**

On-Line Resources

- Lectures posted on-line after class (within 1 day)
- Syllabus also available on-line
- <http://ubc-emotionlab.ca/psyc305a-personality/>.
- Password to access the site: **personality**

Get involved in research!

- **Volunteer Research Assistants needed in my lab**
- **Directed Studies positions too!**
- **5-10 hours/week commitment**
- **Many studies to get involved in**
- **Email jeff.emoselflab@gmail.com for more information**

2018W Term 1 HSP Slides: Week 2

UBCPsychology



The Library Assignment

Don't want to participate in studies?

Are all the slots that you're qualified for filled?

Complete a Library Assignment instead!

- You'll get 1 credit per assignment
- Graded pass/fail
- Deadline to submit your assignments to turnitin.com is the last day of classes (November 30th)
- You can find more details on what to do and how to submit it to turnitin.com on page 4 of the "HSP Participant Information – 2018" PDF at psych.ubc.ca/undergraduate/human-subject-pool/

UBC Psychology



Earn an extra ½ credit towards your course grade?

It's not too late!

- Visit ubc-psych.sona-systems.com

Do it as soon as you can!

It helps you become eligible for studies!

But...deadline is October 5th, 2018

UBCPsychology



HSP Identification Number

Completed during the pre-screening

- First four digits of student ID number
- Two digits of birth month
- Two digits of birth day
- If your student ID is 1234567, and your birthday is August 1, your ID will be:
- $1234+08+01 = 12340801$



Caution! Show up on time!

No-show policy

- Once you accumulate TWO unexcused no-shows, you may no longer participate in studies
- You may cancel an appointment up to ONE HOUR before a study through the HSP system
 - Do not directly email the researcher
- If you don't cancel the appointment, you get an unexcused no-show



Personality Research Methods

Wrap up

LOTS of data

- **Self-report**
- **Observation**
- **Test**
- **Life History**

Using LOTS of data

- **Example: Shyness**

Measuring Shyness

- **Self-Report Questionnaires**

ITEMS ON SHYNESS QUESTIONNAIRE

“I feel tense when I’ m with people I don’ t know well.”

“I find it difficult to talk to strangers.”

“I have trouble looking someone right in the eye.”

“I am socially somewhat awkward.”

Measuring Shyness through Observation:

- **Paces; shuffles feet; knees tremble**
- **Extraneous arm and hand movement**
- **No eye contact**
- **Face muscles tense**
- **Moistens lips**
- **Clears throat**
- **Breathes heavily**
- **Perspires**
- **Voice quivers; speech stammers**

Measuring Shyness

- **Test Measures**

- Psychophysiology

- Heart rate, skin conductance, etc.
 - Cortisol levels

- Brain imaging

- Response to novel stimuli
 - Right brain activation

- Behavioral

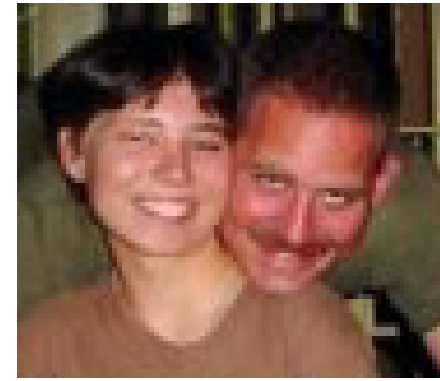
- Walking in the middle vs. side of hallway

Measuring Shyness

– Life records data

- # of social clubs joined
- # of dates in the past year
- Attended school reunion

Example: Using LOTS of data to understand Chuck Graner



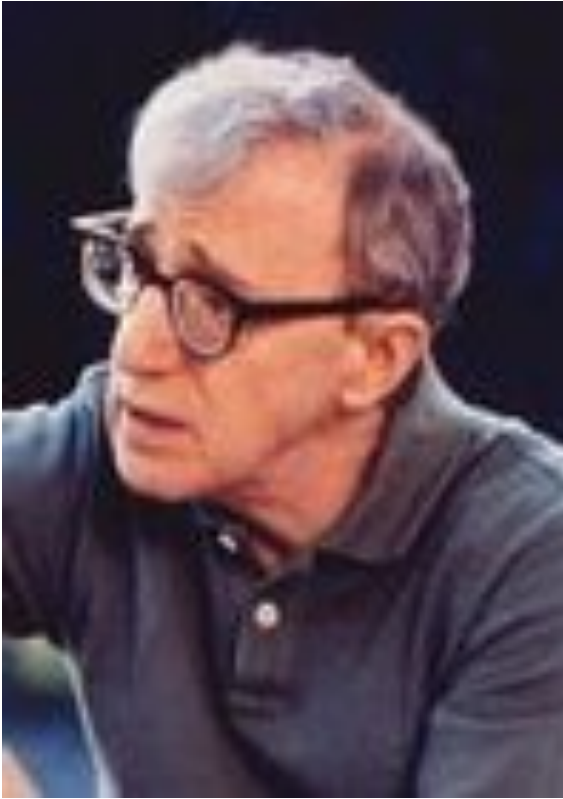
- **L-data: Life records**
 - Employment records at prison; court records related to spousal abuse
- **O-data: Observer data**
 - Ratings by Graner's ex-spouse, other prison guards, military supervisor's, his parents, etc.
- **T-data: Test data**
 - IQ scores
 - Physiological measures
- **S-data: Self-report data**
 - Personality tests completed when he entered the military

LOTS of data

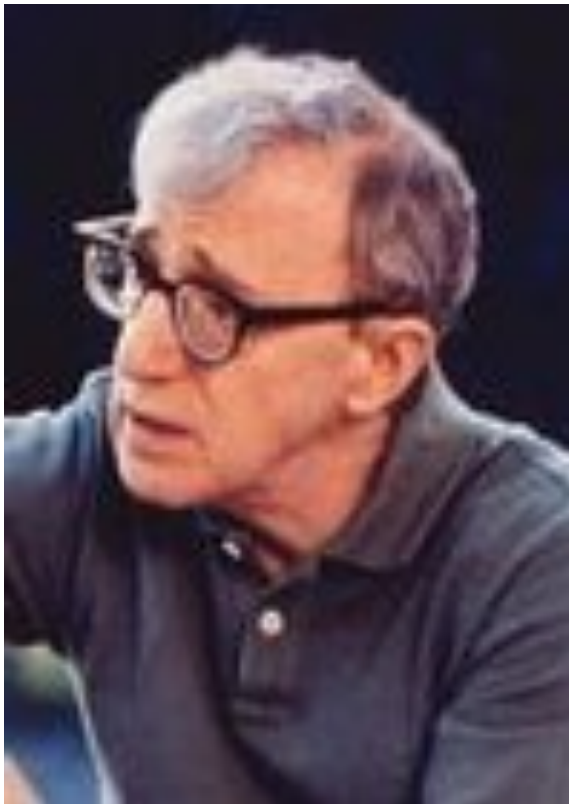
- **Self-report**
- **Observation**
- **Test**
- **Life History**

- **But which to use?**

Who is More Extraverted?



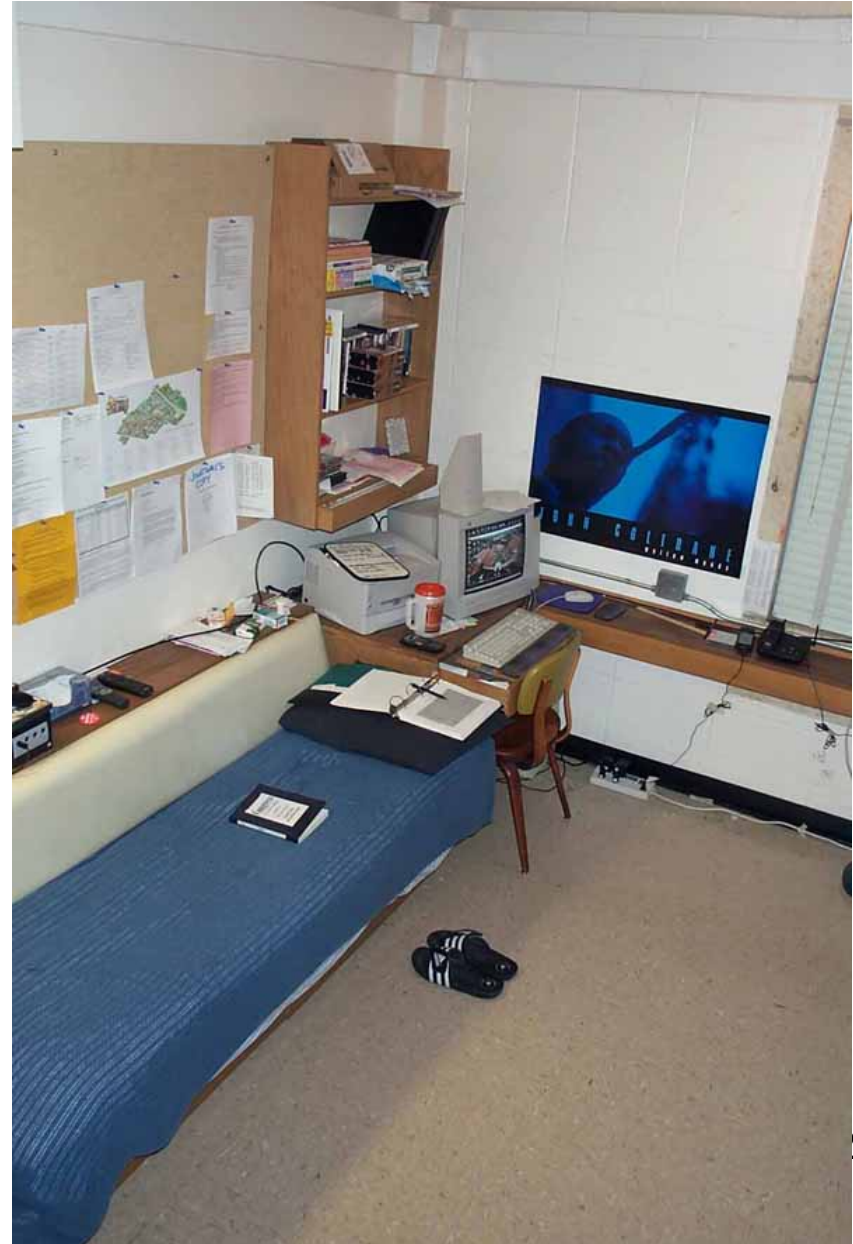
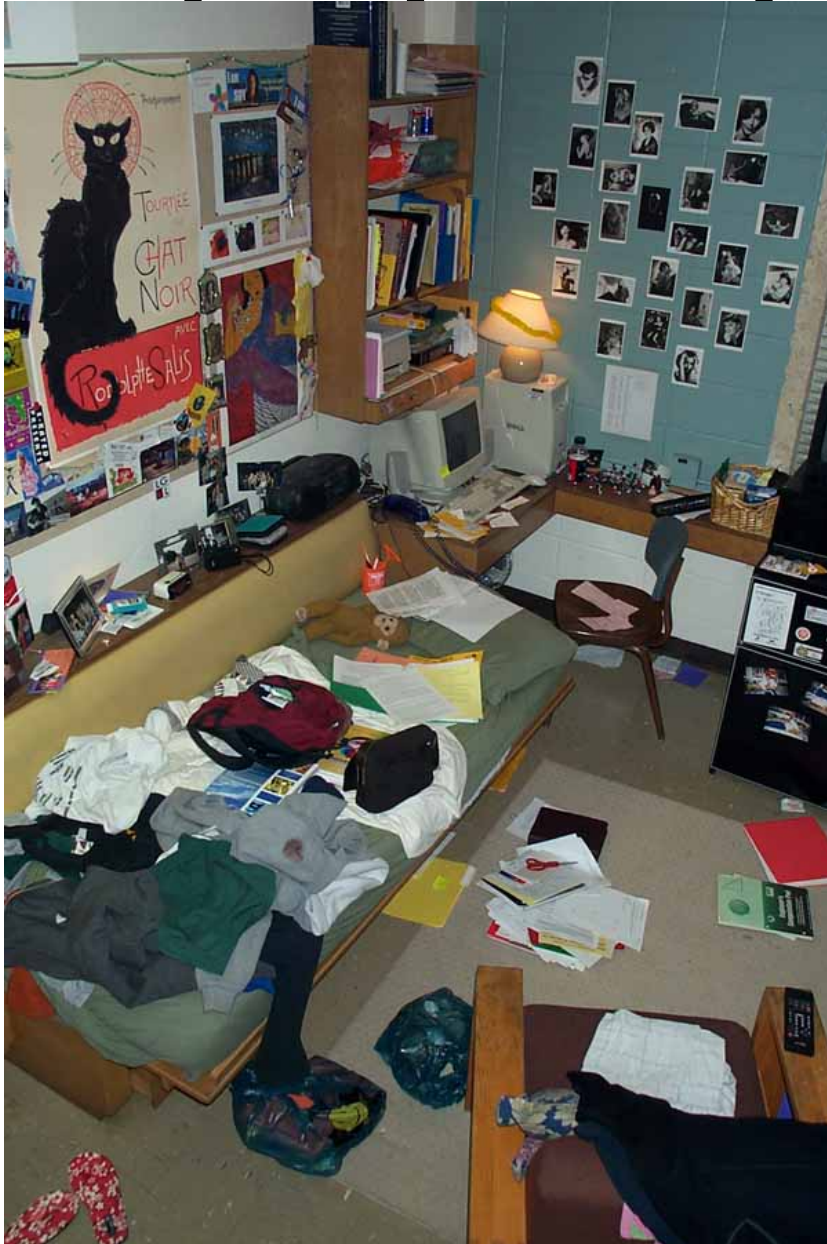
Who is More Conscientious?



Which Method to Use?

- **Some traits are more easily judged by observers**
 - E.g., extraversion
- **Other traits require a different method**
 - Dorm room study
 - Which traits could you best judge by seeing someone's dorm room?

How would you rate these people's personalities?



Dorm Room Study Results

- **Which traits are easiest to rate from observing a dorm room?**
- **Observers were most accurate in rating**
 - Openness to Experience
 - Conscientiousness
 - Extraversion
- **Low accuracy for**
 - Agreeableness & neuroticism
 - (based on correlations with self ratings and ratings by two close peers)

Evaluating Personality Measures

Evaluating Personality Measures

Reliability

Extent to which scores on the measure are stable and replicable, vs. amount of error or randomness in the measure

Measuring Reliability

- **Test-retest reliability**
 - Are scores highly correlated across 2 testing times?
- **Internal consistency reliability**
 - How do the items on a single measure “hang together”?
 - Do all items measure the same construct?
 - Correlation among the items
- **Inter-rater reliability**
 - For O-Data only
 - Do multiple observers agree?

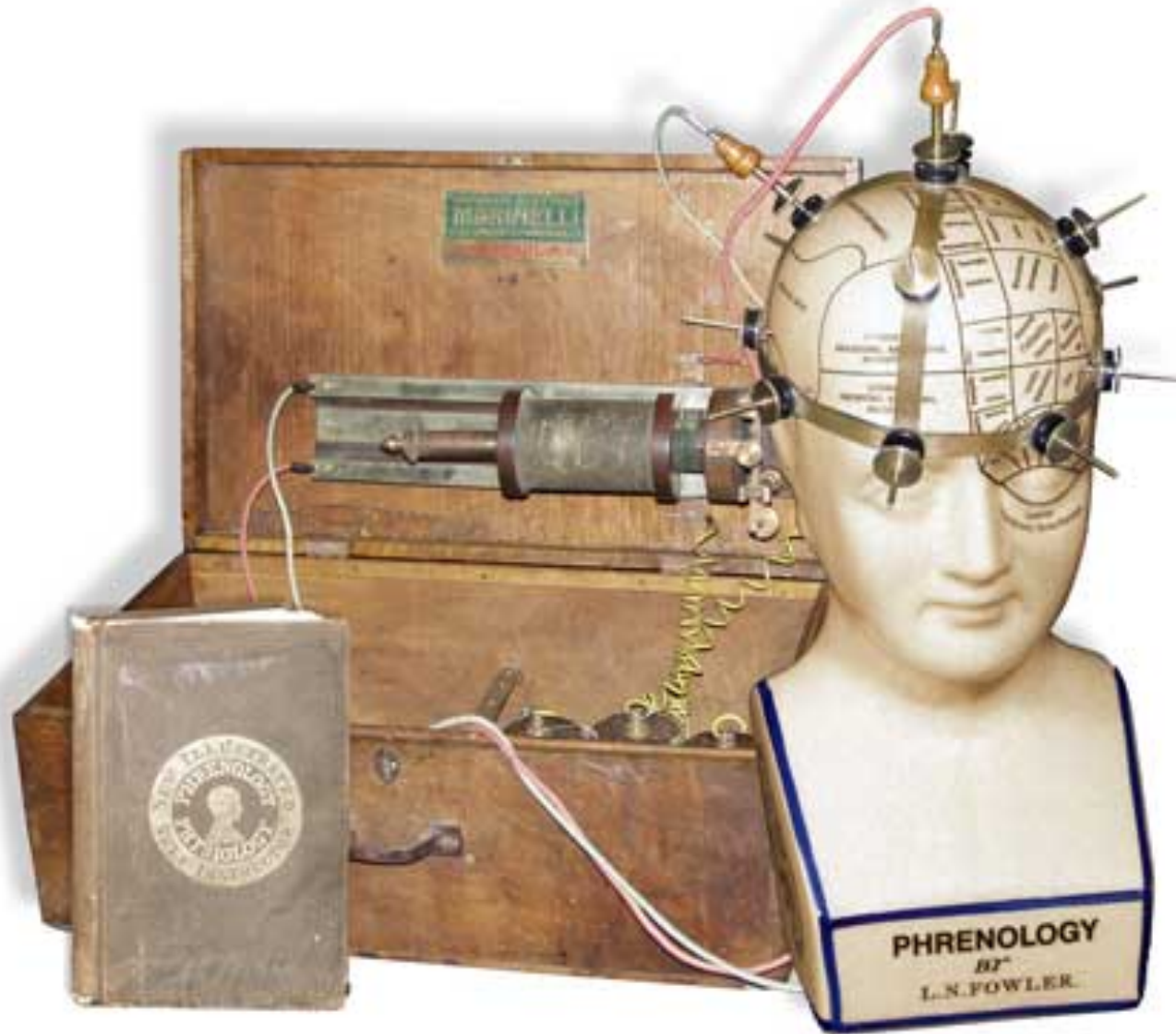
Evaluating Personality Measures

Validity

- Degree to which measure *assesses what it is supposed to assess*
- Bulls eye analogy
 - Reliability = are you hitting the same spot each time?
 - Validity = are you actually hitting the bulls eye?



Reliable but not Valid



Measuring Validity

- **Face validity**
 - Does it measure what you think it measures?
 - E.g., shyness questionnaire
- **Predictive validity**
 - Does it predict an external criterion?
 - Does shuffling predict self-reported shyness?
- **Convergent validity**
 - Relation to other measures of same variable
 - Self-report and observer report should be related
- **Construct validity**
 - All of the above

Inter-rater Reliability and Validity

An Example: Measuring Height (without a ruler)

- **How tall am I?**
- **Reliability of ratings of height**
 - Average correlation between two judges = .76
 - Reliability of 5 judges is about .90
- **Validity can only be high if reliability is high**
 - Individual judges correlated .71 to .86 with actual height
 - Mean of 6 judges correlated .90 with actual height
 - If measures are more reliable, they provide a more valid assessment!
 - By combining the judgments of multiple people (or using multiple items on a personality test) we can get fairly reliable and valid measures of personality (reliabilities about .80-.90)

Best Practices in Social and Personality Psychology

**How do we know what we
know?**

The Problem: Incentives Structure

- **Published work is important getting a job, getting tenure, getting grants, and being viewed favorably in our field**
- **Result: scientists try to publish as much as they can**
- **Balancing act: need to stay truthful to psychological science, but also publish**
- **As a result, some researchers have taken shortcuts ...**



Diederik Stapel Recounts How He Became One Of Science's Biggest Frauds



Robbie Gonzalez

1/23/15 7:04pm · Filed to: AFTERNOON READING ▾



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However, other problematic practices don't constitute fraud

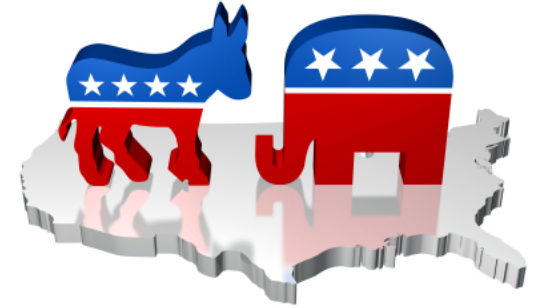
- **Questionable Research Practices (QRPs)**
- **Decisions in design, analysis, and reporting that increase the likelihood of achieving a positive result**
 - And a positive response from editors and reviewers

False Positive Psychology

- **How do decisions in analyses affect the final results?**
- **QRPs: Using small samples, collecting additional dependent variables, peeking at data, dropping an experimental condition**
- **If enough possibilities are entertained, the likelihood of achieving a significant result could be over 80%!**
 - For more detail, read Simmons, Nelson, & Simonsohn, 2011 (optional!)

**Is the U.S. economy
affected by whether
Democrats or
Republicans are in
office?**

Not so simple...



- **Do you look at the number of Republicans or Democrats?**
- **Which politicians do you look at?**
- **How do you measure the U.S. economy?**
 - Should you look at it in general or excluding economic recessions?
- **QRP: If you want to get a particular effect, keep trying...**

Questionable Research Practices

- **John, Loewenstein, & Prelec (2012) surveyed 2,155 academic psychologists about the frequency of 10 different QRPs.....**
 - Not reporting all measures, rounding off p-values, only including data that “worked out”
- **Up to 63% admission and high levels of each being “defensible”**
- **But that was 5 years ago. Things are changing.**

What should researchers do?

- **Increase disclosure in methods, results, and hypothesis presentation**
- **Pre-register hypotheses and studies**
 - Data collection rules, analytic strategies
- **Share data**
- **Be a responsible scientist regardless of outcome**

**What does good research
look like?**

Good Research

- **Good research is open research**
 - Materials and data are shared publicly
- **Good research features experimental methods that are strong and isolate a question of interest**
- **Good research is adequately “powered” research**

Power

- **Most psychological effects are small, so you need a lot of participants**
 - Some say 200; others say it depends on what you're studying
 - If you're studying an effect that's likely to be small, you need a big sample
 - E.g., Are UBC or SFU students more liberal?
 - If you're studying an effect that's likely to be big, a smaller sample is ok
 - E.g., Are UBC students or Texan oil tycoons more liberal?

Power

- **Generally set at 80%**
 - There's an 80% chance of finding an effect that exists.
 - However, often studies are run with much lower power
 - Researchers underestimate how much data are needed
 - Effects are smaller than they think
 - It's hard and expensive to collect large samples

Consuming Science

- **Be an informed consumer of science**
- **Don't believe everything you read!**
 - If an effect seems unbelievable, it just might be
- **Pay attention to sample size**
 - How big is the sample?
 - A 2,000 person study is probably more reliable than a 50 person study

Consuming Science

- **Is the study you are reading the only demonstration of this effect?**
 - Have people from other labs replicated this?
- **Did the authors make their data available?**

The Psychoanalytic Approach

Part 1: Freud

Why do we care about Freud?

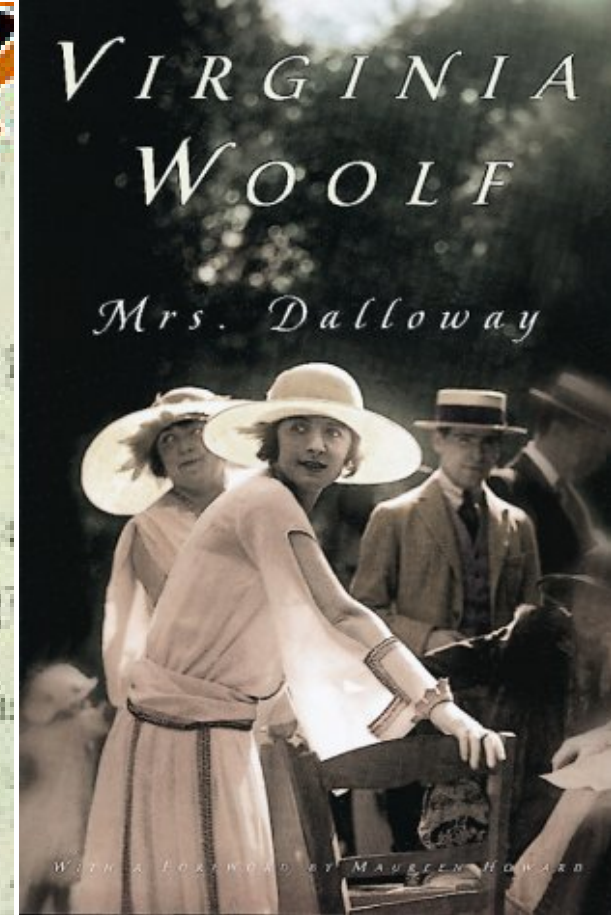


Sigmund Freud

- **Founder/creator of psychoanalysis**
 - One of the most influential schools of thought in the 20th Century
 - Considered one of 4 major revolutions in humans' understanding of the world:
 - Copernican, Darwinian, **Freudian**, DNA
- **Influenced thinking and research in:**
 - Therapy (“talk therapy”)
 - Philosophy
 - Cognitive Science
 - Humanities: modern art, literature, films



Modern artists (Dali) visually represented dream states and unconscious contents



Modern writers (Joyce, Woolf) used “stream of consciousness” style, emphasis on link between early life and adulthood

Freud in Film



The origins of Freudian Theory

- **Viennese neurologist**
 - Trained as a medical doctor, but more interested in research and understanding the mind
 - Worked with famous neurologist Dr. Breuer
 - Developed the “Talking Cure”
- **They both picked up on the work of Charcot, another neurologist**

Mental Illness in the late 19th Century

- **Charcot's "Hysteria"**



The Case of Anna O.

- **Patient of Dr. Breuer, a neurologist colleague of Freud**
- **Numerous symptoms, contracted shortly after she nursed her father (who had TB)**
 - coughing, hallucination, refusal to drink water, partial paralysis
- **No physical cause**
- **Breuer would talk with Anna each night, and found her symptoms would improve the following day**
- **Anna called their talks “chimney sweeping”**

A “talking cure”

- **After Anna refused to drink for several weeks, she revealed to Breuer that she’ d seen a dog drinking from her water glass**
- **After the revelation, asked for a drink**
- **Breuer had an epiphany!**

Curing Hysteria

- **The “talking cure”**
 - Physical symptom (e.g., numb arm) with no physical origin (e.g., arm nerves not damaged)
 - The Cure
 - Step 1: Hypnotize patient, or allow for free association
 - Step 2: Talk with patient to reveal psychological anxiety/neurosis
 - Step 3: Patient has “catharsis”—insight into psychological problem
 - Step 4: Physical symptom disappears

October, 2006, New York Times ...



- **Neurologists continue to study hysteria**
- **Now called “conversion disorder”**

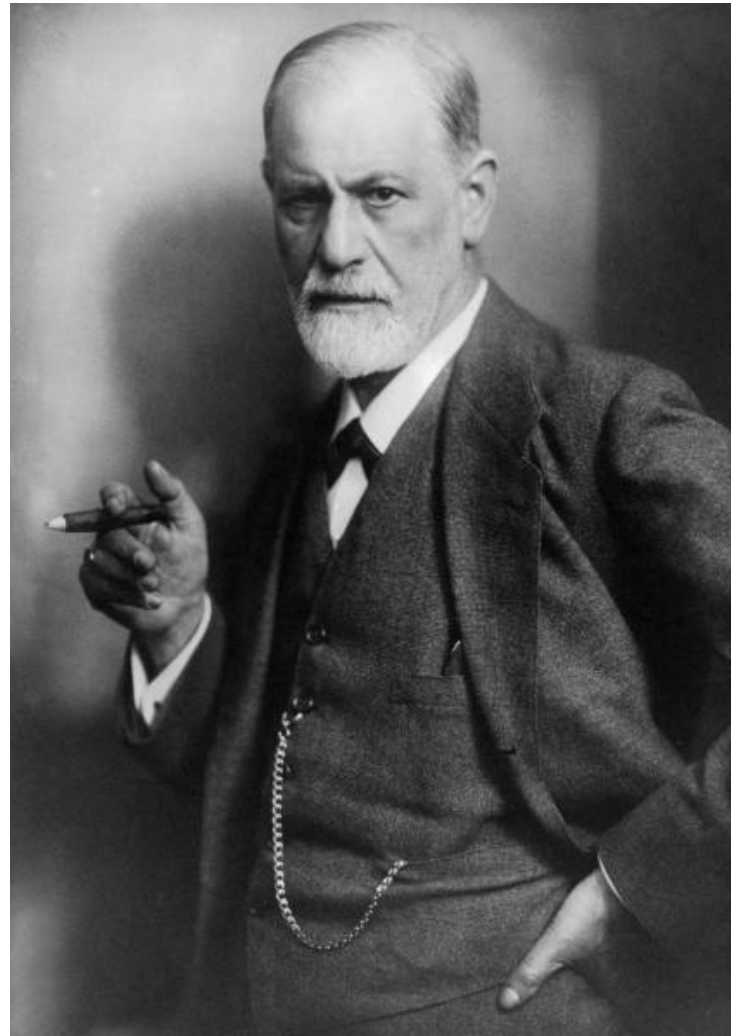
Recent Research on Hysteria

- **Neurologists analyzed brain function of a woman paralyzed on left side**
 - no identifiable physical source
- **When the woman tried to move her “paralyzed leg,” her motor cortex did not activate**
- **Instead, right orbitofrontal and anterior cingulate cortex activated**
 - EMOTION brain areas
- **Emotional areas of the brain may be suppressing movement in the leg**

Neuroscientific Explanation for Conversion Disorder

- **Cause of Hysteria**
 - Emotional centers of the brain activated
 - Inhibit motor centers of the brain from coordinating movement
- **So, there is a biological (neurological) basis to hysteria!**

Freudian Theory of Personality



Psychoanalytic Theory: Basic Assumptions

1. Psychological Determinism

- Life/sex instinct
- Death/aggression instinct

2. Importance of the Unconscious

- Dynamic processes
- Intrapsychic Conflict (Id, Ego, Superego)

3. Defense Mechanisms

4. Importance of early childhood experiences

Part 1. Psychological Determinism: Basic Instincts

- **Life – self preservation, sex**
- **Death – aggression, destruction**

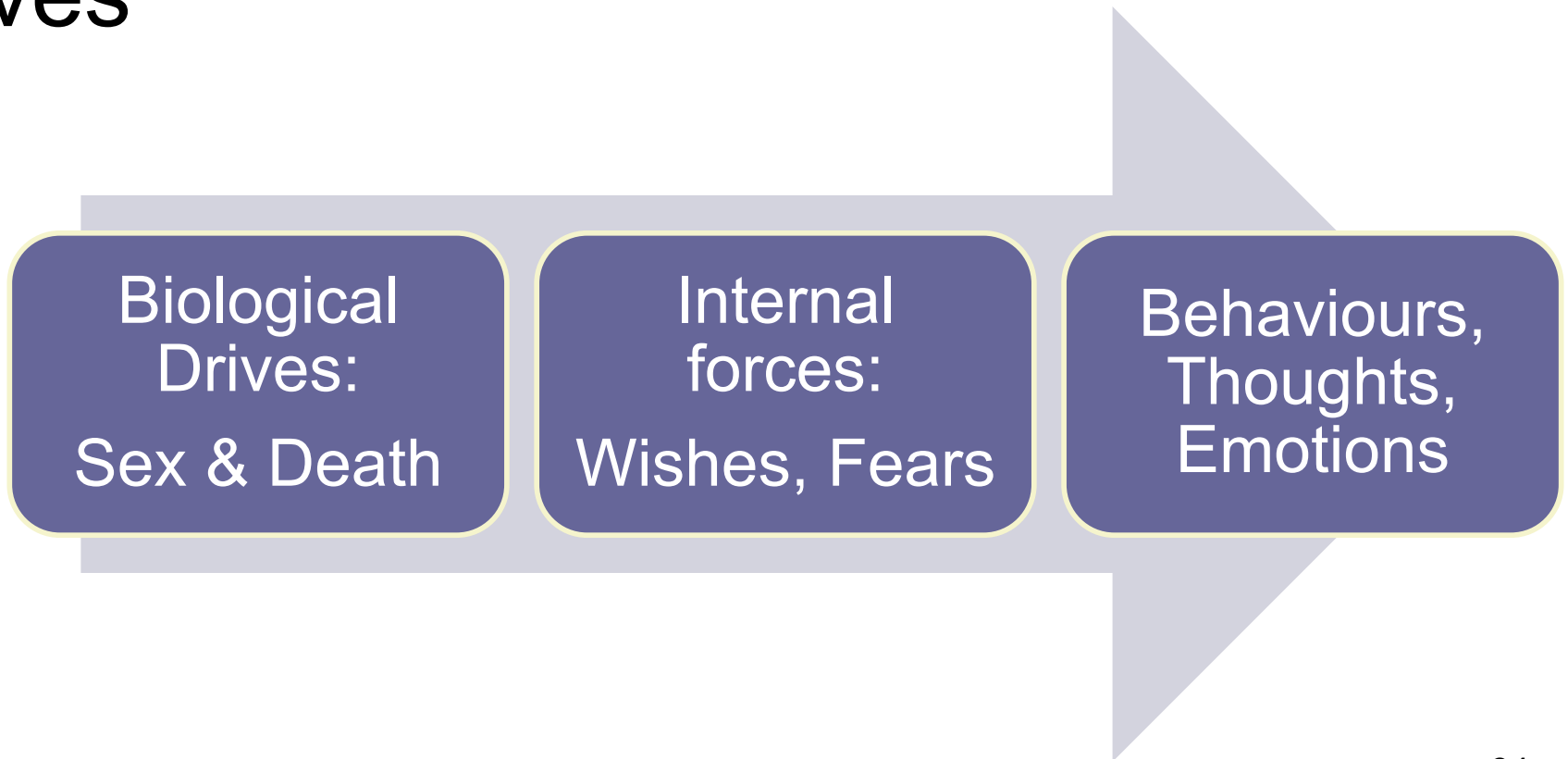
Are Love and
Death
the primary
motives
of human
behavior?

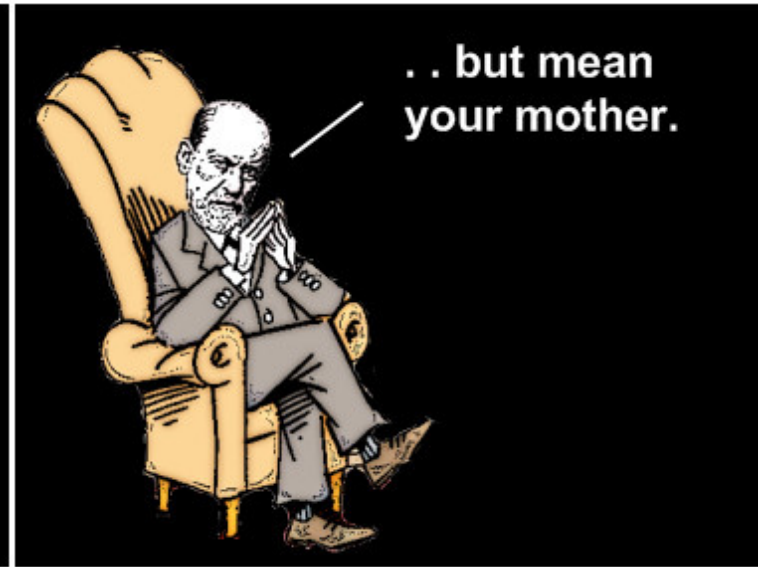
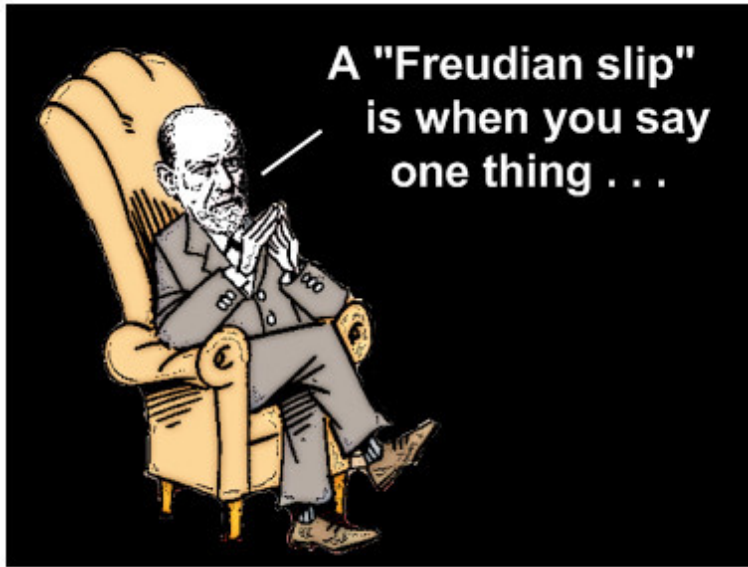


World War I led to Freud's view that death and destruction are instinctual aspects of human nature



There are no accidents; all behaviors are caused by internal drives





Part II: Importance of Unconscious

- **Levels of Consciousness**
 - Pre-Conscious – easily retrieved, but not currently on one's mind
 - E.g., what you had for breakfast
 - Consciousness
 - What you're thinking about RIGHT NOW
 - Unconscious
 - “The seething cauldron”
 - Repressed contents of the mind
 - Libido (sexual), aggressive instincts

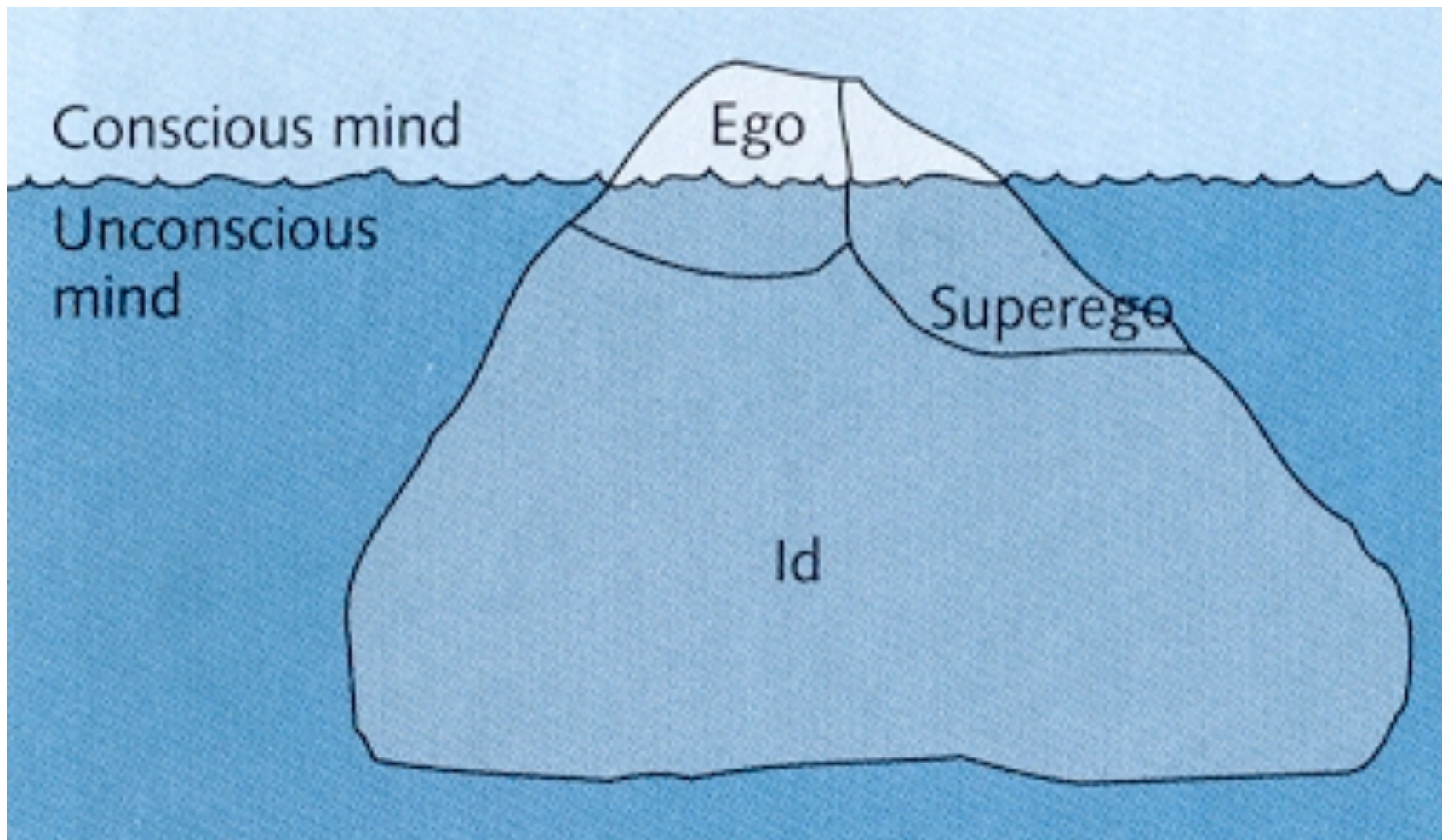
Carl Jung's Unconscious



- **Student of Freud, but disagreed about the depravity of the unconscious**
- **Personal Unconscious**
 - The Freudian Unconscious
- **Collective Unconscious**
 - Contents of unconscious shared by all humanity, passed down from ancestors
 - Primordial images: archetypes
 - E.g., mother = good; dark = evil

Freud's Unconscious

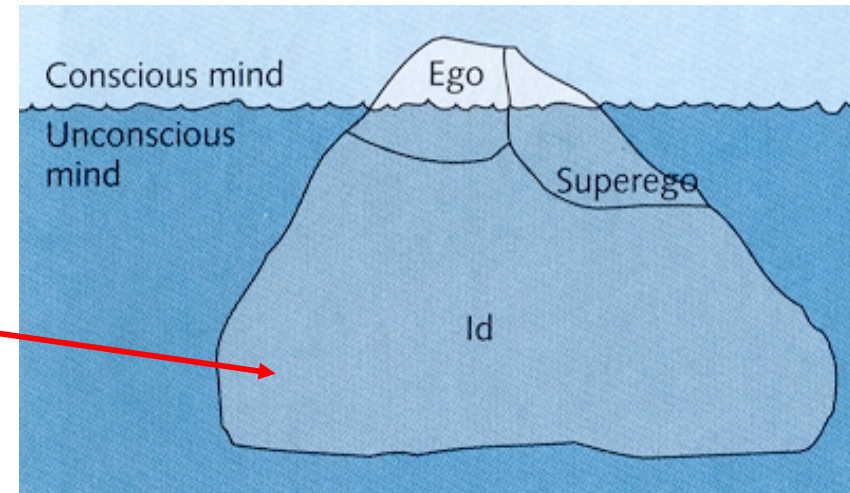
- **Structure of personality according to Freud**



Freud and the Structure of Personality

- **Id**

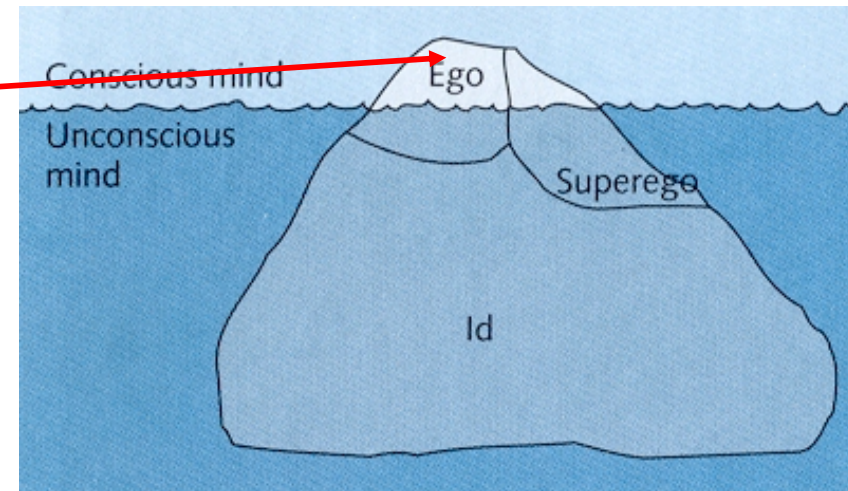
- Infancy
- All drives and urges
- Pleasure Principle
 - Immediate gratification
- Primary Process thinking (illogical)
 - Not bound by reality
 - The language of dreams



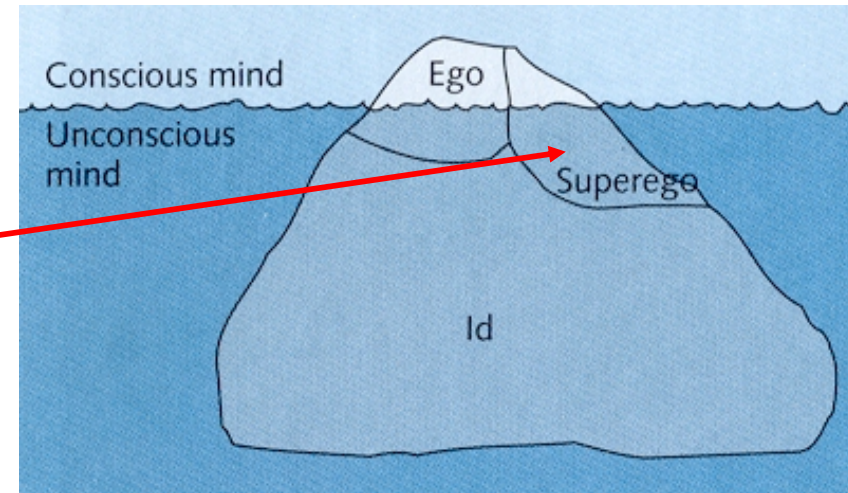
Structure of Personality

- **Ego**

- Develops at age 2
- Constrains the Id to reality
- Reality Principle
 - Direct expression of id impulses can lead to problems
 - Avoid, redirect, postpone id impulses
- Secondary Process thinking (logical)
 - Strategies for solving problems in an acceptable way



Structure of Personality



- **Superego**

- Develops at age 5
- Internalized values, morality of parents and society
- Promotes guilt, shame, embarrassment, pride (self-conscious emotions)
- Like the Id, NOT bound by reality
 - Sets higher standards

CONFLICT

- Our lives are a constant negotiation of *opposing impulses* (desire/fear; love/hate)
- Id, Ego, and Superego are constantly battling to control our behavior
- Such conflicts produce *anxiety*

SUPEREGO



ID



How to Cope with Anxiety?

- **Defense Mechanisms**
 - Used to reduce anxiety and distress
 - Task usually falls on the ego
 - Distort reality in some way
 - Must operate unconsciously

Part III: Defense Mechanisms

- **Repression:**
 - Traumatic memories pushed out of awareness to avoid associated anxiety
 - Freud: Often sexual desires
 - Today: Protect from memories of childhood abuse

Defense Mechanisms

- **Denial**
 - Convincing yourself that a traumatic event did not occur or was not your fault
- **Rationalization**
 - Generating acceptable, logical reasons for outcomes that otherwise would not be acceptable
- **Displacement**
 - Threatening impulse or desire is redirected onto another target
 - “Taking it out on someone else”

Defense Mechanisms

- **Reaction Formation**

- To stifle an unacceptable impulse, the exact opposite behaviors/desires are displayed

- *“Homophobic? Maybe You’re Gay”* – NYTimes

- People who implicitly associate “gay” with “me” but say they are “straight” are more likely to show homophobia

Defense Mechanisms

- **Projection**

- Seeing one's own unacceptable qualities in others and disliking them for possessing those qualities

Defense Mechanisms

- **Sublimation**

- Most adaptive defense
- Convert unacceptable desire into acceptable behavior that still helps relieve anxiety
- Makes life easier for the ego
- Examples?
- Play sports rather than beat someone up

Next Class

- **Contemporary Psychoanalytic Approaches**
 - Narcissism
 - Object Relations Theory (Attachment)
- **Motives Approach**
- **Humanistic/Phenomenological Approach**